

# BLUEPRINT VIRGINIA:

---

## Overview of the Valley Region

FEBRUARY 7, 2013

---

JANE N. KUSIAK  
*EXECUTIVE DIRECTOR*

# Outline

- Introduction to the Council on Virginia's Future
- Scorecard at a Glance
- Select Scorecard Indicators
- Demographics
- Employment Growth
- Education and the Economy
- Workforce Development

# Introduction to the Council on Virginia's Future

Established in 2004 to serve as an advisory board to the Governor and the General Assembly, the Council is a forum where legislative, executive branch, and community leaders come together for work that transcends election cycles, partisanship, organizational boundaries, and short-term thinking.

## The Council:

- Provides a long-term focus on high-priority issues.
- Creates an environment for improved policy and decision-making.

---

The Honorable Robert F. McDonnell, Chair  
Governor, Commonwealth of Virginia

The Honorable William T. Bolling  
Lieutenant Governor, Commonwealth of Virginia

Mr. John O. (Dubby) Wynne, Vice Chair  
President & CEO (retired), Landmark Communications

### General Assembly Members

The Honorable M. Kirkland (Kirk) Cox  
Virginia House of Delegates

The Honorable Emmett W. Hanger, Jr.  
Senate of Virginia

The Honorable William J. Howell  
Virginia House of Delegates

The Honorable Thomas K. Norment, Jr.  
Senate of Virginia

The Honorable Lacey E. Putney  
Virginia House of Delegates

The Honorable Richard L. Saslaw  
Senate of Virginia

The Honorable Walter A. Stosch  
Senate of Virginia

The Honorable David J. Toscano  
Virginia House of Delegates

### Citizen and Business Community Leaders

Ms. Heather C. Cox  
Exec. Vice President, U.S. Card Operations, Capital One

The Honorable William D. Euille  
Mayor, City of Alexandria

Mr. W. Heywood Fralin  
President & CEO, Medical Facilities of America, Inc.

Mr. Edward W. Gillespie  
Principal & Founder, Ed Gillespie Strategies

Mr. C. Burke King  
President, Anthem Blue Cross and Blue Shield

Mr. William H. Leighty  
Managing Principle, DecideSmart, LLC

### Cabinet Members

The Honorable Richard D. Brown  
Secretary of Finance

The Honorable Martin L. Kent  
Chief of Staff to Governor Robert F. McDonnell

---

# SCORECARD AT A GLANCE

Virginia Performs VISION  
FOCUS  
RESULTS

"Measuring what matters to Virginians."

## Economy

**Goal:** Be a national leader in the preservation and enhancement of our economy.

Business Climate	↑
Business Startups	→
Employment Growth	→
Personal Income	↑
Poverty	↓
Unemployment	↑
Workforce Quality	↑

## Education

**Goal:** Elevate the levels of educational preparedness and attainment of our citizens.

School Readiness	↑
3rd Grade Reading	→
4th Grade Reading/Math	→
High School Graduation	↑
High School Dropout	→
College Graduation	↑
Educational Attainment	↑
Lifelong Learning	→

## Health and Family

**Goal:** Inspire and support Virginians toward healthy lives and strong and resilient families.

Adoption	→
Cancer	↑
Cardiovascular Disease	↑
Child Abuse and Neglect	↑
Foster Care	↑
Health Insurance	↓
Immunization	→
Infant Mortality	↑
Life Expectancy	↑
Obesity	↓
Smoking	→
Suicide	→
Teen Pregnancy	↑

### Each topic covers:

Why Is This Important?

How Is Virginia Doing?

- Over Time
- By Region
- Compared to Other States

What Influences the Indicator?

What Is the State's Role?

## Public Safety

**Goal:** Protect the public's safety and security, ensure a fair and effective system of justice, and provide a prepared response to emergencies and disasters of all kinds.

Crime	↑
Emergency Preparedness	↑
Juvenile Intakes	↑
Recidivism	↑
Traffic Fatalities	↑

## Natural Resources

**Goal:** Protect, conserve and wisely develop our natural, cultural and historic resources.

Air Quality	↑
Energy	↑
Historic Resources	→
Land Preservation	↑
Solid Waste and Recycling	↑
Water Quality	↑

## Transportation

**Goal:** Ensure Virginia has a transportation system that is safe, enables the easy movement of people and goods, enhances the economy, and improves our quality of life.

Infrastructure Condition	→
Land Use	→
Traffic Congestion	↓

## Government & Citizens

**Goal:** Be recognized as the best-managed state in the nation.

Bond Rating	↑
Civic Engagement	→
Consumer Protection	↓
Government Operations	↑
Internet Access	↑
Taxation	→
Voter Registration & Turnout	→

Performance  
Trend

Improving ↑  
Maintaining →  
Worsening ↓



# SCORECARD AT A GLANCE: VALLEY Region

## Economy

**Goal:** Be a national leader in the preservation and enhancement of our economy.

Employment Growth	↑
Personal Income	↑
Poverty	↓
Unemployment	↑
Workforce Quality	↑

## Natural Resources

**Goal:** Protect, conserve and wisely develop our natural, cultural and historic resources.

Land Preservation	↑
Solid Waste and Recycling	↑

## Public Safety

**Goal:** Protect the public's safety and security, ensure a fair and effective system of justice, and provide a prepared response to emergencies and disasters of all kinds.

Crime	→
Juvenile Intakes	↑
Traffic Fatalities	↑

## Performance Trend

Improving	↑
Maintaining	→
Worsening	↓

## Education

**Goal:** Elevate the levels of educational preparedness and attainment of our citizens.

School Readiness	↑
3rd Grade Reading	→
High School Graduation	↑
High School Dropout	↑
College Enrollments	→
Educational Attainment	↑

## Transportation

**Goal:** Ensure Virginia has a transportation system that is safe, enables the easy movement of people and goods, enhances the economy, and improves our quality of life.

Land Use/Population Density	↑
-----------------------------	---

## Health and Family

**Goal:** Inspire and support Virginians toward healthy lives and strong and resilient families.

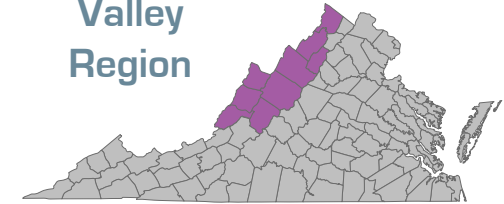
Cancer	↑
Cardiovascular Disease	↑
Child Abuse and Neglect	↓
Foster Care	→
Health Insurance	↓
Infant Mortality	↑
Obesity	↓
Suicide	→
Teen Pregnancy	↑

## Government & Citizens

**Goal:** Be recognized as the best-managed state in the nation.

Civic Engagement	→
Internet Access	↓
Taxation	↑
Voter Registration & Turnout	→

## Virginia's Valley Region



### Localities within the Valley Region:

Alleghany, Augusta, Bath, Buena Vista, Covington, Frederick, Harrisonburg, Highland, Lexington, Page, Rockbridge, Rockingham, Shenandoah, Staunton, Waynesboro, Winchester

### Population Statistics:

Total Population (2012):	483,700
Percent Growth (since 2000):	0.9%
State Share of Total Growth:	6.0%

### Some Key Performance Measures:

- Historic reliance on agriculture and poultry mitigated by growth in manufacturing
- Added 3,650 jobs in 2011, more than double the number of jobs lost the previous year
- One of only two regions with a high school graduation rate above the state average
- Third grade reading SOL pass rate improved by 3.9 percentage points, largest regional gain

Measuring what matters to Virginians

Virginia Performs

VISION  
FOCUS  
RESULTS

VaPerforms.virginia.gov

# How Does Virginia Compare to Other States?\*

INDICATOR RANK	1-10	11-20	21-30	31-40	41-50
<b>ECONOMY</b>					
Business Climate	●				
Business Startups			●		
Employment Growth		●			
Personal Income	●				
Poverty	●				
Unemployment	●				
Workforce Quality	●				
<b>HEALTH &amp; FAMILY</b>					
Cancer Deaths			●		
Cardiovascular Disease			●		
Health Insurance			●		
Immunization (Childhood)			●		
Infant Mortality			●		
Obesity		●			
Smoking			●		
Suicide		●			
Teen Pregnancy		●			
<b>NATURAL RESOURCES</b>					
Historic Districts	●				
Energy			●		

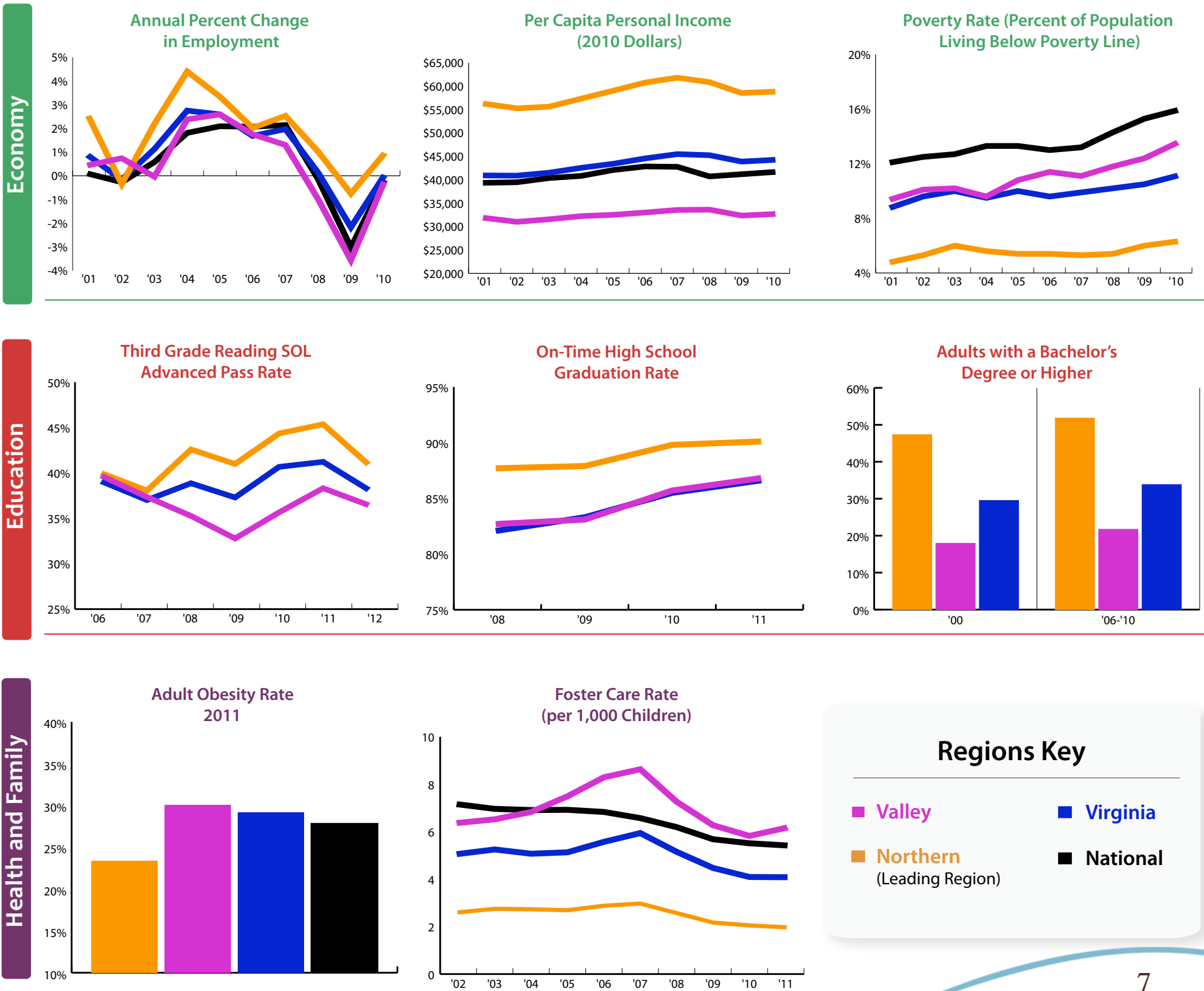
INDICATOR RANK	1-10	11-20	21-30	31-40	41-50
<b>EDUCATION</b>					
College Graduation (4-Year)	●				
College Graduation (2-Year)		●			
Fourth Grade Reading	●				
Fourth Grade Math		●			
High School Dropout		●			
<b>PUBLIC SAFETY</b>					
Emergency Preparedness	●				
Property Crime		●			
Violent Crime	●				
Traffic Fatalities		●			
<b>TRANSPORTATION</b>					
Infrastructure (Deficient Bridges)			●		
Traffic Congestion (Commute Time)					●
<b>GOVERNMENT &amp; CITIZENS</b>					
Bond Rating	●				
Consumer Protection (Identity Theft)			●		
Internet Access (Digital Government)	●				
Internet Access (Broadband)				●	
Taxation (State and Local)		●			
Voter Turnout		●			

\* Rankings between 1 and 10 denote top national performance.



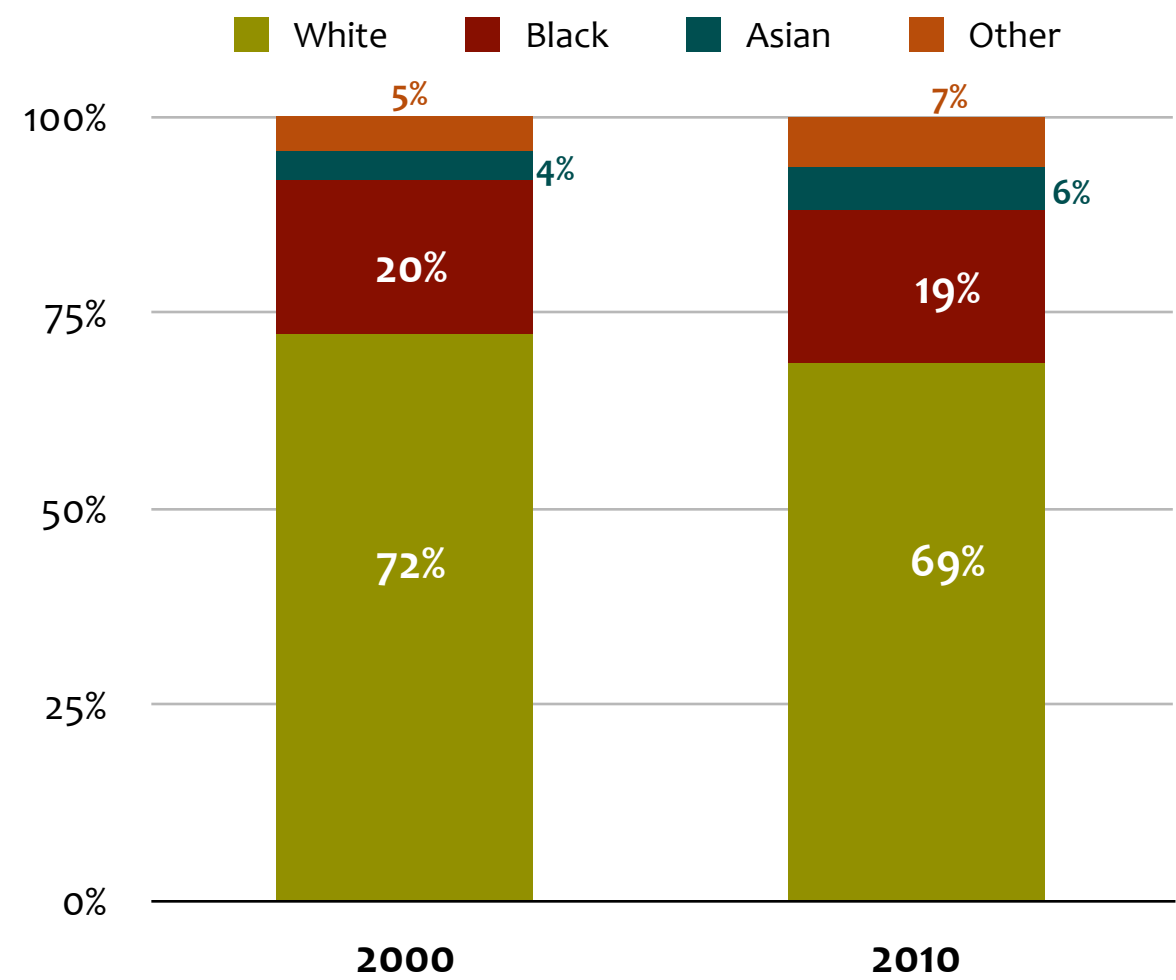
# How Does the Valley Compare to the U.S, Virginia, and Other Regions?

Valley Region



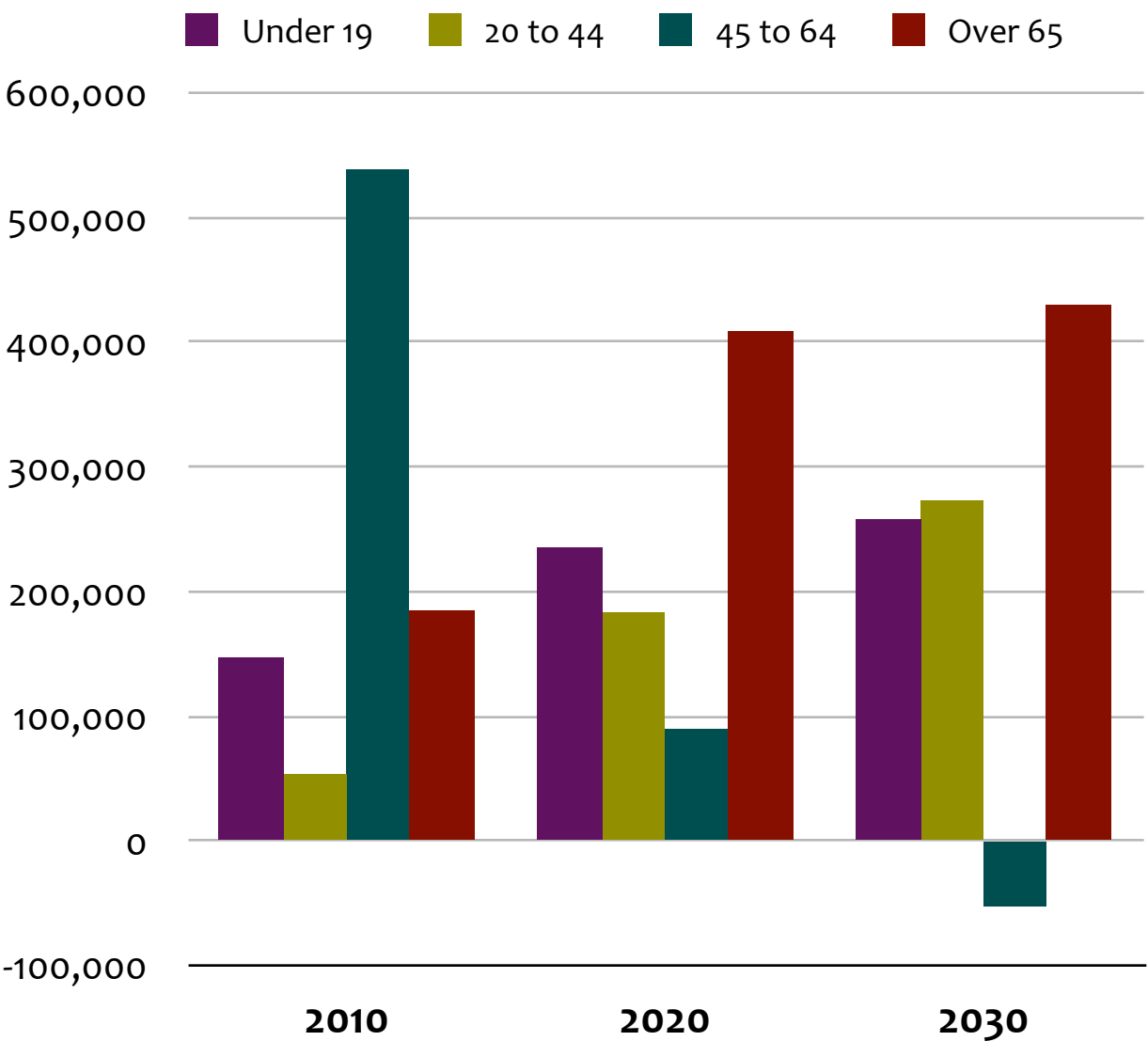
# Demographics in Virginia

Virginia's Population by Race, 2000 & 2010



Source: U.S. Census Bureau

Changes in Virginia's Population by Major Age Group (Actual and Projected)

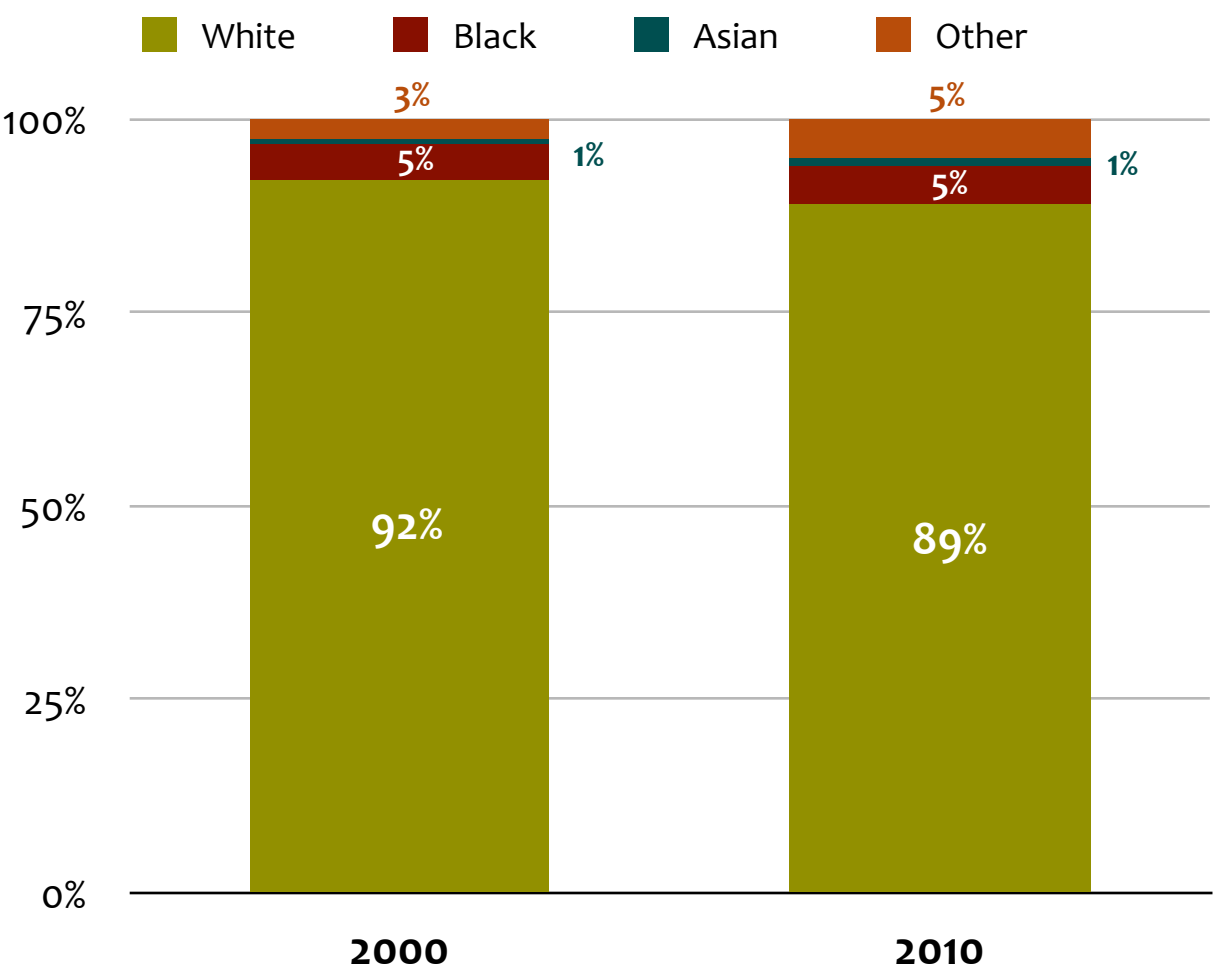


Source: U.S. Census Bureau and Virginia Employment Commission



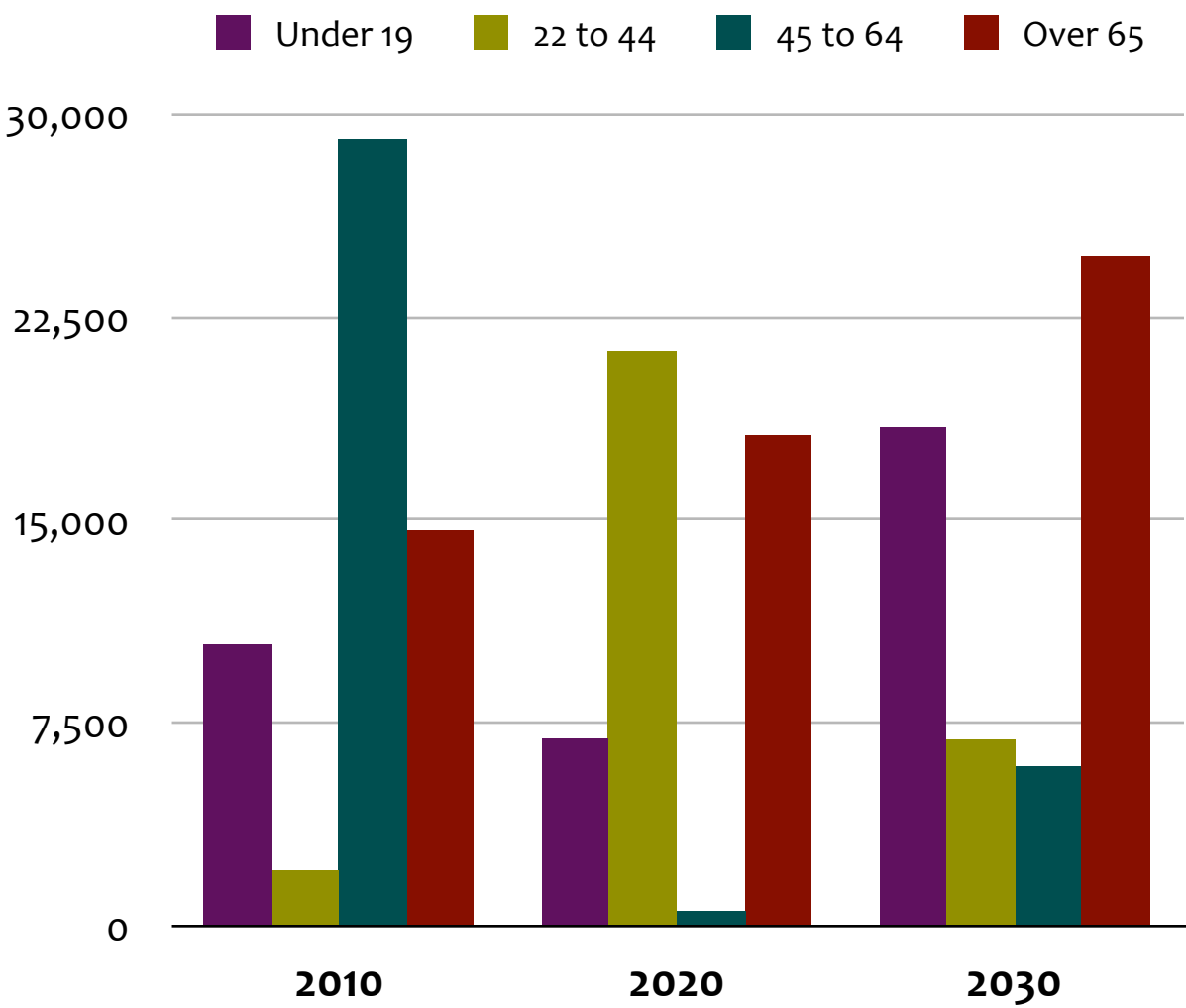
# Demographics in the Valley

The Valley's Population by Race, 2000 & 2010



Source: U.S. Census Bureau

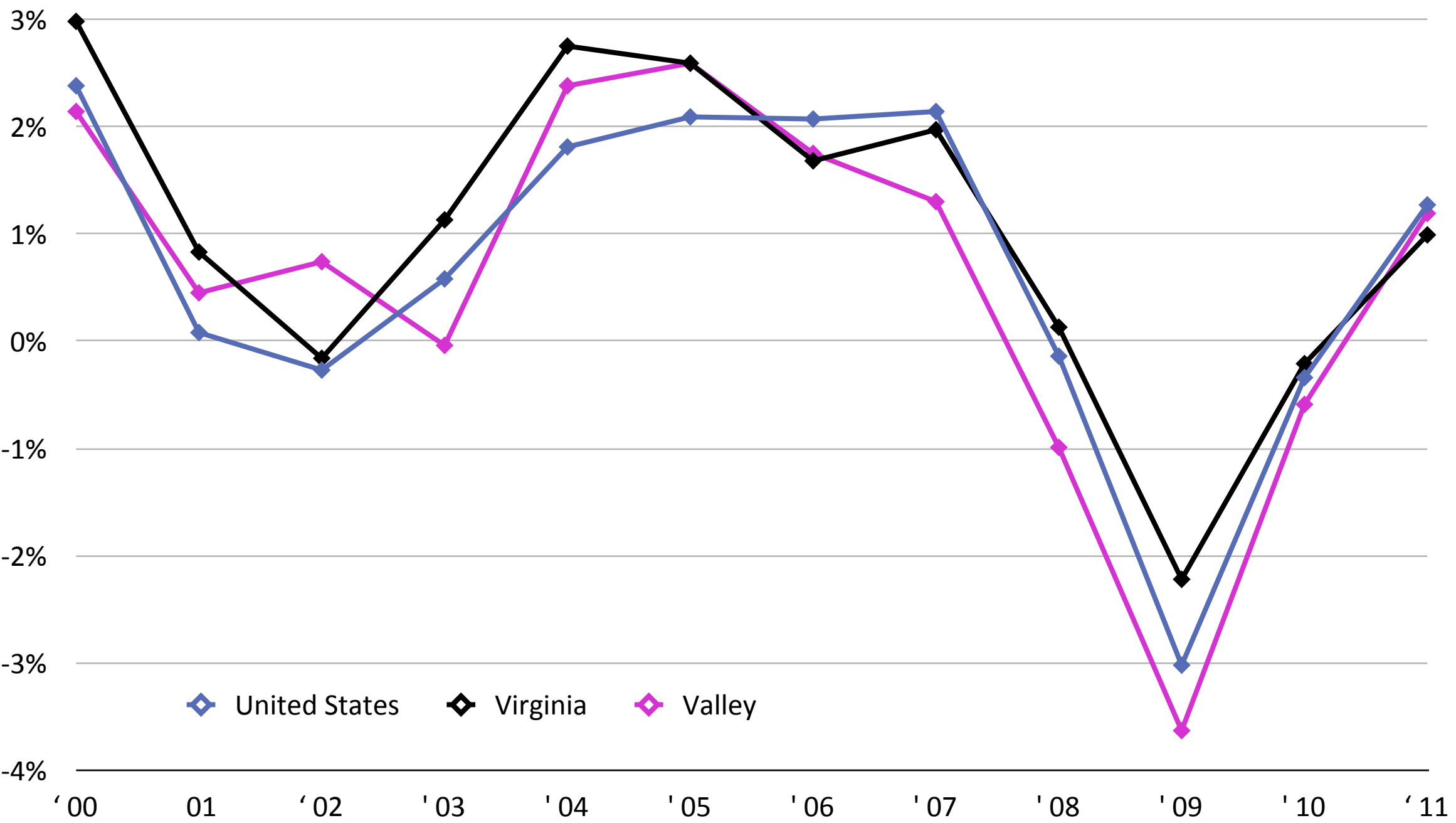
Changes in the Valley's Population by Major Age Group (Actual and Projected)



Source: U.S. Census Bureau and Virginia Employment Commission

# Employment Growth in the U.S., Virginia, and the Valley

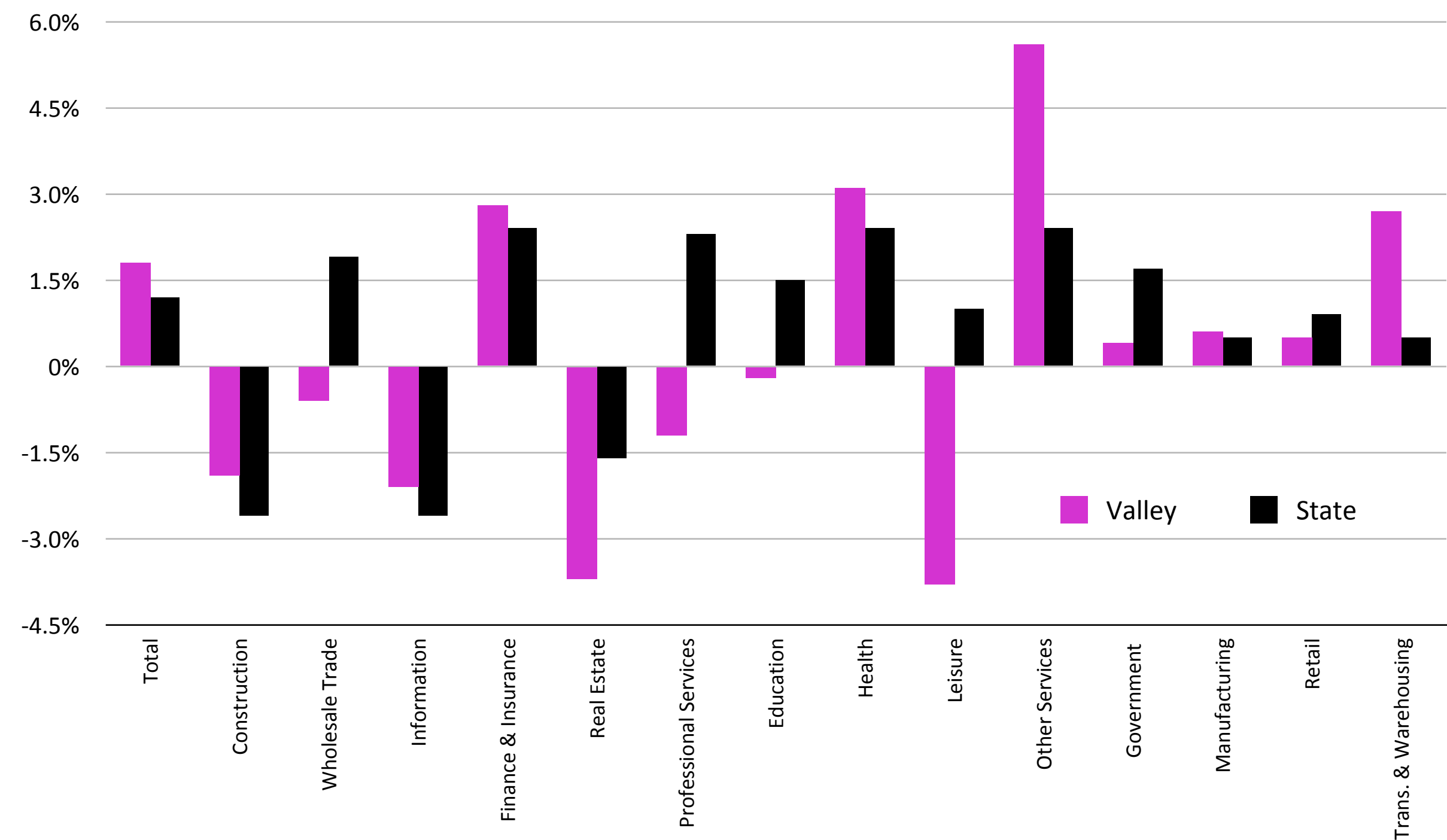
Change in Employment Over Time, 2000 to 2011



Influenced by Chmura Economics and Analytics  
Source: Bureau of Economic Analysis

# Employment Growth by Major Sector in Virginia and the Valley

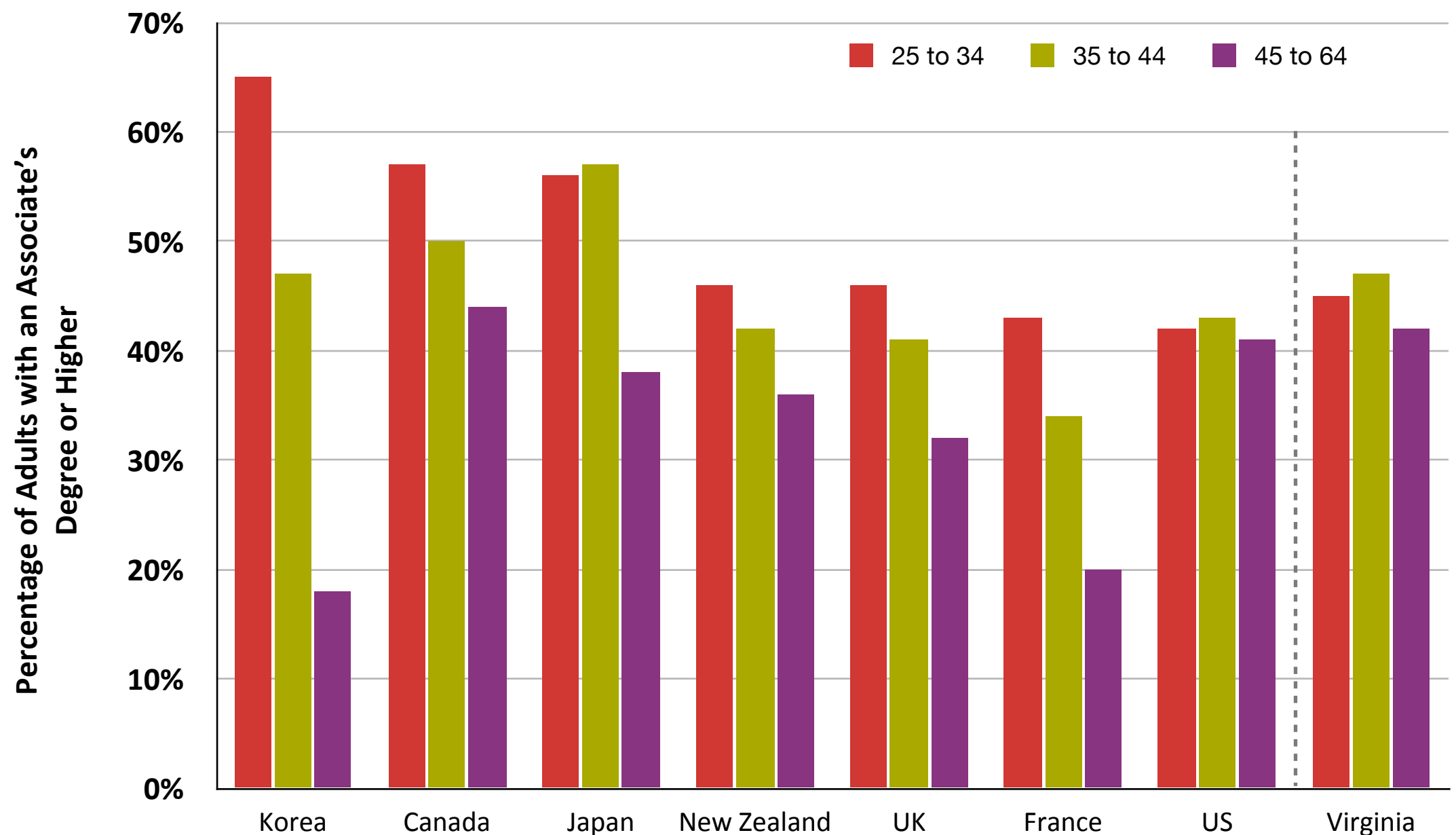
Employment Growth by Major Sector from 2010 to 2011



Influenced by Chmura Economics and Analytics  
Source: Virginia Employment Commission

# Educational Attainment in Virginia

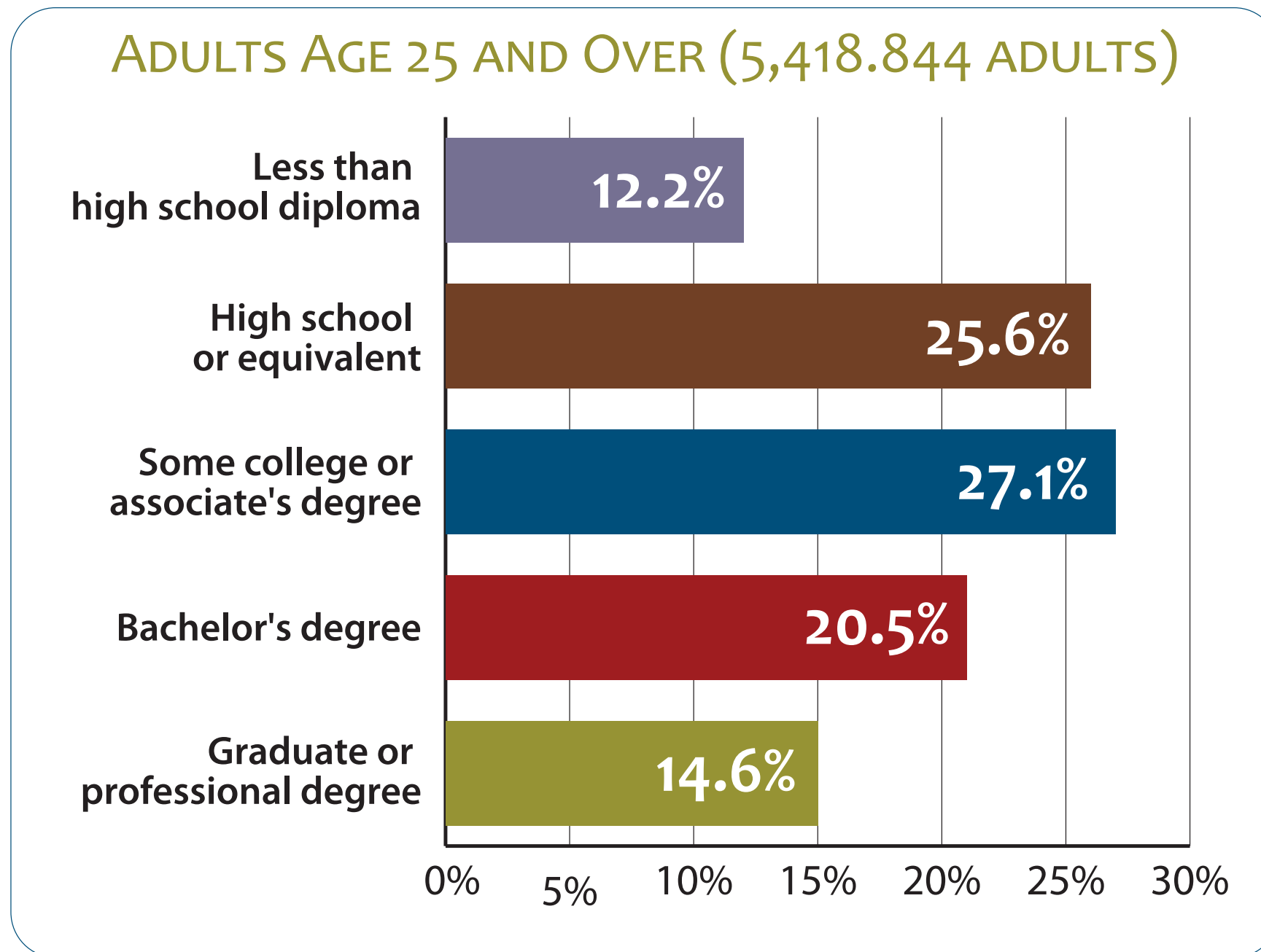
## VIRGINIA'S DEGREE GAP



Source: Country Data - OECD, Education at a Glance, 2012 and Virginia - American Community Survey, 2009-2011, U.S. Census Bureau

# Educational Attainment in Virginia

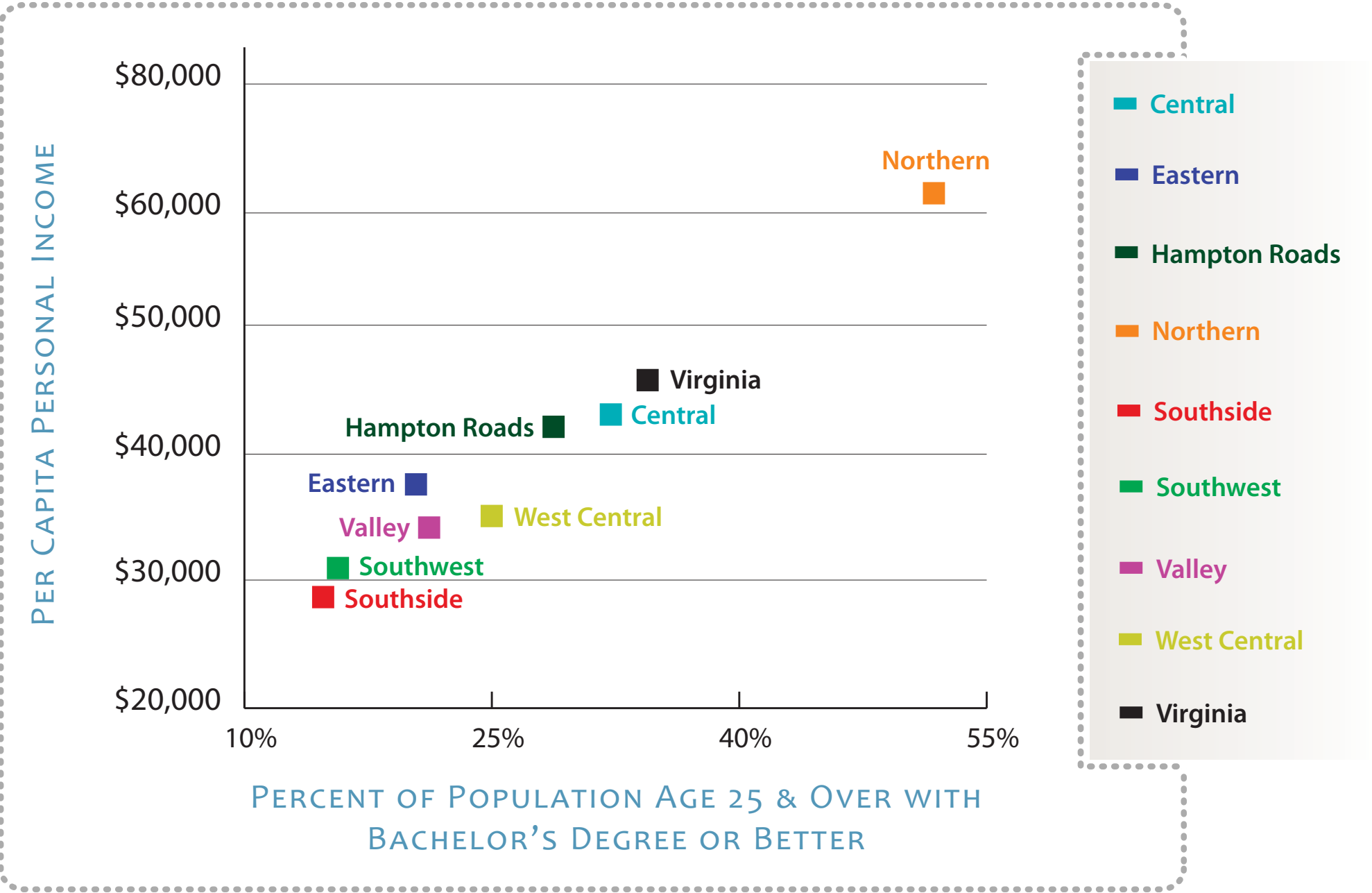
## HIGHEST LEVEL OF EDUCATIONAL ATTAINMENT, 2011



Source: American Community Survey, 2011, U.S. Census Bureau

# Education and the Economy in Virginia and Its Regions

EDUCATIONAL ATTAINMENT AND PERSONAL INCOME,  
BY VIRGINIA REGION, 2011



# VIRGINIA'S WORKFORCE SYSTEM REPORT CARD

## STEM-H Pipeline

**GOAL:** Increase the number of students with science, technology, engineering, math, and healthcare skills.

Registered apprenticeships and secondary & postsecondary enrollments in STEM-H programs	↑
Registered apprenticeships and secondary & postsecondary STEM-H credentials earned	↑

DATA SOURCES: VA Dept. of Labor and Industry, State Council of Higher Education for Virginia, VA Dept. of Education

## Secondary Educational Attainment

**GOAL:** Enable all students, including at-risk students, to complete high school and prepare for college.

Advanced Studies diplomas earned	↑
Standard diplomas earned	→
Enrollment in GED or adult high school diploma preparation program	↓
GED or adult high school diplomas earned	↓

DATA SOURCE: VA Dept. of Education

## Postsecondary Educational Attainment

**GOAL:** Increase the number of students entering college and earning degrees, certifications, licenses, & apprenticeships.

Postsecondary enrollments	↑
Postsecondary credentials earned	↑
Industry certifications or state licensures earned	↑
Apprenticeship credentials earned	↑

DATA SOURCES: State Council of Higher Education for Virginia, VA Dept. of Labor and Industry, VA Dept. of Education

## Career & College Readiness

**GOAL:** Increase student readiness for both postsecondary education and the workplace.

Workplace Readiness Skills Credentials earned	↑
Career Readiness Certificates earned	↑
Community college certificates or degrees earned by secondary students	↑
Dual-enrollment credits earned	→
Advanced Placement (AP) course enrollment and/or exam completion	↑

DATA SOURCES: VA Dept. of Education, State Council of Higher Education for Virginia, VA Community College System

## Employment & Business Development

**GOAL:** Reduce unemployment and increase both employment and income.

Labor force participation rate	→
Percentage change in total annual wages	↑
Unemployment rate	↑
Average weeks on unemployment	→
Percentage change in employment	→
Percentage change in establishments	→

DATA SOURCE: VA Employment Commission

## Emerging Workforce in Manufacturing

**GOAL:** Increase credentials and enrollments in manufacturing-related programs; improve the reach of manufacturing instruction and overall employment.

Dual-enrollment students in manufacturing-related career and technical education courses	↑
Participation by secondary students in project-based competitive events	↑
Completions of career and technical education within a manufacturing program of study	↑
Participation in manufacturing-related community college internship programs	↑
State-registered apprentices in manufacturing	↑
Secondary students earning certifications related to manufacturing	↑
Community college students earning certifications in a manufacturing program of study	↑
Annual new hires in the manufacturing industry	→
Shared assets (labs, equipment, instructors)	-
Shared manufacturing curriculum programs	-

DATA SOURCES: VA Employment Commission, VA Community College System, VA Dept. of Education, VA Dept. of Labor and Industry

Performance  
Trend

Improving ↑  
Maintaining →  
Worsening ↓

Performance is tracked from 2008 to the latest year data is available.



# Workforce System Report Card Valley Trends

STEM-H Pipeline	Virginia Trend	Valley Trend
Registered apprenticeships and secondary, and postsecondary enrollments in STEM-H programs	↑	↑
Registered apprenticeships and secondary, and postsecondary STEM-H credentials earned	↑	↑
Secondary Educational Attainment	Virginia Trend	Valley Trend
Advanced Studies Diplomas earned	↑	↑
Standard Diplomas earned	→	→
Postsecondary Educational Attainment	Virginia Trend	Valley Trend
Postsecondary enrollments	↑	↑
Postsecondary credentials earned	↑	↑
Industry certifications or state licenses earned	↑	→
Career & College Readiness	Virginia Trend	Valley Trend
Workplace Readiness Skills Credentials earned	↑	↑
Career Readiness Certificates earned	↑	Baseline
Community college certificates or degrees earned by secondary students	↑	→
Dual-enrollment credits earned	→	↑
AP course enrollment and/or exam taking	↑	↑
Emerging Workforce in Manufacturing	Virginia Trend	Valley Trend
Dual-enrollment students in manufacturing related career and technical education courses	↑	↓
Completions of career and technical education within a manufacturing program of study	↑	→
Participation in manufacturing-related community college internships programs	↑	→
Community college students earning certifications related to manufacturing	↑	→
Annual new hires in the manufacturing industry	→	→

# Concluding Thoughts

- The high-level metrics captured in the Scorecard at a Glance are a starting point for discussing and setting priorities.
- Once priorities are chosen, more robust research activities are needed to identify opportunities and challenges in each area and measure progress overtime.
- Strong goal-directed and consistent leadership can not be over emphasized.
- What are the critical few strategic imperatives that will drive future economic growth in your region?

# Sites of Interest

## Additional thoughts on regional priorities?

Visit the Virginia Chamber of Commerce website: [vachamber.com/blueprint](http://vachamber.com/blueprint)

---

## Interested in more data and information?

Visit the Virginia Performs website: [VaPerforms.virginia.gov](http://VaPerforms.virginia.gov)

JANE N. KUSIAK  
EXECUTIVE DIRECTOR  
COUNCIL ON VIRGINIA'S FUTURE

1001 E. BROAD STREET, SUITE 430  
RICHMOND, VA 23219  
804.371.2346

[JANEKUSIAK@VIRGINIA.EDU](mailto:JANEKUSIAK@VIRGINIA.EDU)

BARRY DUVAL  
PRESIDENT & CEO  
VIRGINIA CHAMBER OF COMMERCE

919 E. MAIN STREET, SUITE 900  
RICHMOND, VA 23219  
804.644.1607

[B.DUVAL@VACHAMBER.COM](mailto:B.DUVAL@VACHAMBER.COM)